



Customer MDM

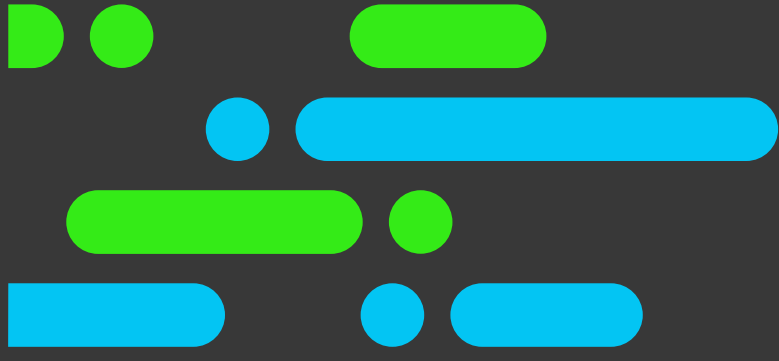


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1 Overview

This course takes you through the Customer Experience (CX) 360 delivery by covering the Understanding of CX360 concepts, Data modeling, Data onboarding, Data Matching and Data Merging, Data management, Data Security, Data governance, UI Configurations, and RESTFUL APIs scenarios.

Note that this journey is designed with Tell Me, Show Me, and Try Me learning format, so that you get the maximum benefits.

2 Objectives

By the end of this module, you will be able to understand:

- The concept of CX360
- Concepts of Data Modeling
- Concepts of Data Match
- Concepts of Data Merge
- Concepts of Data Management
- Concepts of Data Security
- Concepts of Dynamic Authorization
- Concepts of Data Governance
- Concepts of UI Configurations

3 Duration

The course duration is 722 minutes.

4 Agenda

4.1 Module 1: Data Modeling – 96 Minutes

- Data Model Concepts
 - Base Data Model
 - Reference Data
 - Match Configuration
 - EARC Structure
- Base Data Model
- Reference Data Model

4.2 Module 2: Data Match – 79 Minutes

- Data Match Concepts
- Deterministic Match Rules
- ML Based Match Rules
- Standardization
- Match data profiler

4.3 Module 3: Data Merge – 22 Minutes

- Merge Concepts
 - Auto Merge
 - Manual Merge

4.4 Module 4: Golden Record Management – 74 Minutes

- Match and Merge Management
 - Source Record Management (SRM)
 - Address Record Management (ARM)
 - Golden record Management (GRM)
- GRM state and GRM process state
- Deterministic match flow
- Golden record management flow
- How to configure GRM flow

4.5 Module 5: Data Management – 58 Minutes

- Data enrichment concepts
- Data search and manage in the platform
- Governance concepts and scenarios

4.6 Module 6: Data Security – 58 Minutes

- Authentication and Authorization in the platform
- Permissions and Authorization Model
- Set Domain Level Permissions

- How to set up the permissions at entity and attribute level in Platform
- Hide Entity Type

4.7 Module 7: Dynamic Authorization – 38 Minutes

- Overview of Dynamic Authorization
- Role-based v/s Dynamic Authorization
- How Dynamic Authorization works
- Components
- Related Use Cases
- Set Attribute Permission at Entity and Domain Level

4.8 Module 8: Data Governance – 59 Minutes

- Data Governance Concepts
- How and where the data governance information is persisted for each entity
- Entity Manage Object
- Business Language
- Business Rule Concepts
- Business Rule Builder
- Populate GRM State
- Copy Account ID to MDM ID

4.9 Module 9: Analyzing Data – 12 Minutes

- Entity Network Viewer
- Hierarchy View
- Customer Hierarchy – Organization view

4.9 Module 9: UI Configurations – 226 Minutes

- Prerequisites
- Overview
- Folder structure
- Understand OOTB configuration
- Guidelines
- Tenant Code Base – Folder Structure
- Default Coalesce Path
- Configurations at different Levels

- UI Config Manage
- Tenant level configuration
- Entity creation wizard setup
- Entity app configurations

5 Contact Us

For any additional information on the available catalogue, please write to us at the following address university@syndigo.com